

Docket No. : AUR 0014 PA/40069.19  
Serial No. : 09/409,566

Remarks

By this amendment, claims 24, 27, 48, 53, 55, 66 and 67 are amended. In particular, claims 27, 53, and 55 are amended not for purposes of patentability, but rather for consistency. No new matter has been entered. Accordingly, claims 24-68 are pending in this application.

Rejection under 35 USC 103(a)

The Examiner has rejected claims 24-63 and 66-68 under 35 U.S.C. § 103(a) as being unpatentable over the User's Guide Data Digger Version 6 publication, in view of Slotznick (US 5,983,200). Claims 64 and 65 are rejected as being unpatentable over the User's Guide Data Digger Version 6 publication in view of Slotznick as applied to claim 24, and further in view of Tavor et al (US 6,070,149).

In view of these rejections, independent claims 24, 48, 66, and 67 have been amended to recite features that are neither disclosed nor suggested by the cited art. In particular, claims 24, 48, and 67 now recite, *inter alia*, the limitation of "displaying a selection guide on the computer, said selection guide providing choices; customizing sequence of information and further choices presented by said processes adapted to guide the user in electronically planning the funeral ceremony based on selection of said choices on said selection guide." Claim 66 now recites, *inter alia*, the limitation of "said funeral planning routine instructing said computer to display a selection guide, said selection guide providing choices comprising type of disposition, and to customize sequence of information and further choices presented by said processes adapted to guide the user in electronically planning the funeral ceremony based on selection of said choices on said selection guide." Support for these amendments is provided by FIGS. 4 and 15, and the corresponding sections in the specification of the present invention. No new matter has been entered.

The applicants assert that such features are neither disclosed nor suggested by the cited art. For example, the applicants note that the Data Digger publication explicitly states that Data Digger uses five funeral record pages or screens to enter information stored in their operational files, and that each screen contains fields where particular pieces of information

Docket No. : AUR 0014 PA/40069.19  
Serial No. : 09/409,566

are requested. See pages 28-29. The Data Digger publication also states that a user is automatically taken to the next screen by pressing the enter key on a keyboard after filing in the last entry field on any page, or either the page up/down keys or F5 and the page number corresponding to the desired screen. See page 11. The Data Digger publication further states that unwanted fields may be removed from the screen by creating an "except" file. See page 29. This "except" file is read during the boot-up of the Data Digger software, and therefore the screens are not customizable while the application is running and being used by the user. See A.18.

Accordingly, the Applicants note that the "guiding" provided by the Data Digger software is typically a sequential data entry method, which provides no guiding feature to the funeral planning that customizes the sequence of information and further choices presented by the processes adapted to guide the user in electronically planning the funeral ceremony based on selection of choices on a selection guide as recited by the amended independent claims.

Slotznick is cited for disclosing a computer for making plans that display images for selection and for allowing the user to modify or accept the plan. Accordingly, the combined teachings of the User's Guide Data Digger Version 6 publication and Slotznick fails to disclose or suggest the above noted limitations of amended independent claims 24, 48, 66, and 67.

Tavor et al is cited for shopping over the internet that uses multimedia presentations to make the session more enjoyable for the customer. Accordingly, the combined teachings of the User's Guide Data Digger Version 6 publication, Slotznick, and Tavor et al. fails to disclose or suggest the above noted limitations of amended independent claim 48, from which claims 64 and 65 depend.

As the above obviousness rejections to the claims has been overcome by the above claim amendments, withdrawal of these rejections is respectfully requested.

#### Conclusion

Applicants respectfully submit that in view of the above amendments and remarks the present application is in condition for allowance. The Examiner is encouraged to

Docket No. : AUR 0014 PA/40069.19  
Serial No. : 09/409,566

contact the undersigned to resolve efficiently any formal matters or to discuss any aspects of the application or of this response. Otherwise, early notification of allowable subject matter is respectfully solicited.

Respectfully submitted,  
DINSMORE & SHOHL, L.L.P.

By   
William A. Jividen  
Registration No. 42,695

One Dayton Centre  
One South Main Street, Suite 1300  
Dayton, Ohio 45402-2023  
Telephone: (937) 449-6448  
Facsimile: (937) 223-0724  
[william.jividen@dinslaw.com](mailto:william.jividen@dinslaw.com)

WAJ/